



**NEBRASKA STATE FAIR BOARD**  
**Meeting Minutes**  
**Friday May 20, 2022**

A regular meeting of the Nebraska State Fair Board was held on Friday, May 20, 2022 at 1:00 PM at the Nebraska State Fair Board Room, Grand Island NE. Public notice of this meeting was published in the Grand Island Independent newspaper on May 10 & 11, 2022; posted to the Nebraska Public Meeting Calendar website; and on the Nebraska State Fair Website. The public was invited to attend in person.

Roll call was read with the following Board Members present: Bob Haag, Chair; Dawn Caldwell, Vice Chair; Tom Schellpeper, Secretary; Boyd Strope, Treasurer; Ryan Hassebrook, via Zoom; Lanna Hubbard, via Zoom; Kevin Jorgensen; Kathleen Lodi; Beth Smith; Tom Dinsdale; and Steve Wehrbein.

**Others in attendance:**

Bill Ogg, Executive Director; Jaime Parr, Deputy Executive Director; Tammy Baker, Business Administrator; Eileen Dawes, Office Administrator; Holle Evert, Director of Sales; Vaughn Sievers, Director of Agriculture; Ray Massie, Marketing Director; Joe Ripp; Director of Operations; Joe Stump, AMGL- State Fair contracted accounting firm; Mark Fahleson, Rembolt Ludtke, via Zoom; Carla Warneke, Box Office; Kent Zeller.

Bob Hagg announced the meeting had been properly advertised as an open meeting and informed those in attendance of the posting location of the Open Meetings Act.

**Approval of Consent Agenda**

Motion made by Dawn Caldwell for Approval of Consent Agenda, which included the Minutes of April 15, 2022 meeting and Ratification of Board action at that meeting of 2022 Livestock Rules and Regulations and formal protest form.

Second by Steve Wehrbein.

Upon roll call vote, motion to approve consent agenda passed unanimously.

**Approval of April 2022 Financial Report as presented by Joe Stump and Jaime Parr**

Comment made by Bob Haag to thank staff and management for keeping us in this position, staying within the budget.

Motion made by Tom Schellpeper to approve the Financial Report.

Second by Kevin Jorgensen.

Upon roll call vote, motion to approve the Financial Report passed unanimously.

**Board Committee Reports**

Agriculture Committee report – Jeff Kliment not present. Vaughn Sievers will present during staff reports.

**Events committee reports by Steve Wehrbein**

- Grand Marshals
  - have 7 or 8 people in mind (3 left over from last year), still may need a couple more
- County Fair day and Board Reunion
- Marching bands – up to 35 bands currently

- **Veterans Day will be Tuesday, August 30 at HEC at 3:00 pm**
- **Opening Ceremonies this year at 11:00 am at the Marketplace**
- **Free shows and concerts**
- **Tractor Pull at 5:00 pm on last Sunday of fair**
- **Demo Derby at 2:00 pm on last Monday of fair**
- **Plans in place – Jaime & others working on schedule in Karli's absence**

#### **Facilities Planning report by Dawn Caldwell**

- **Met with Joe and staff. Went over long list of work that's been completed**
- **Aesthetics – flower pots painted, flowers will be planted soon - Volunteers welcome to help on June 4**
- **Prepping East end for concerts – Joe working on RFP's**
- **Recognized Brian and Tina for their contribution to progress**
- **ARPA Grant**
  - **July 1<sup>st</sup> deadline to have our project approved by Nebraska Department of Environment & Energy**
    - **Collective group (including 1868 Foundation, Facilities Planning Committee, State Fair staff, Cindy Johnson from the Chamber, Chad Nabity from the City, Chris Kotulak and board members from Fonner Park) met yesterday to listen to Olsson Engineering as they presented different options as they fit into the rules and guidelines.**
    - **We'll learn about and adhere to the final rules and regulations within the Clean Water Act**
    - **Utilize the grant money to full value**
    - **Keep the water flowing away from the grounds when it rains**
      - **West parking lots, parking on east side – water abatement**
      - **Underground water lines will be put in place to pull water in either direction and eventually under the highway and into the river as proposed to unicameral**
  - **Next step – June 9 smaller group will meet to form recommendation for State Fair Board of Directors to vote on June 17 meeting on what we want that plan to be.**
  - **DEE then has two weeks to make sure our plan falls within the guidelines**
  - **July 1<sup>st</sup> deadline to present to legislature executive committee**
  - **Thought there was a chance we would vote today, but some web meetings need to take place first.**

#### **Finance Committee report by Boyd Strope.**

- **Reviewed the monthly financial reports as presented by Joe Stump & Jaime Parr**
- **Boyd Strope moved that chairman, Bob Haag, be added as a signatory authority on the Nebraska State Fair operating account at 5 Points Bank; and past chair, Beth Smith, be removed.**
- **Tom Dinsdale second.**
- **Upon roll call vote, motion to change signatory on 5 Points Bank operating account passed unanimously.**

#### **FFA report by Ryan Hassebrook.**

- **Premium book is posted now**
- **Adjusted scheduling to make it more convenient for exhibitors – better fair experience for them**
- **FFA, 4-H Livestock exhibitors – June 15 deadline for livestock nominations**
  - **Make sure you have DNA cards available**
  - **Scraping tags for sheep and goats**
  - **EID tags for hogs and cattle**

#### **4-H report by Kathleen Lodi.**

- **June 15 deadline is same for 4-H and FFA**

- **Something to think about: In youth development, we create a spark for kids. Research is clearly showing that that spark if treated well, nurtured and coached, creates a pathway to a lifelong passion in a career. Think about what is sparking that young person that you're working with leading up to and during fair time.**

#### **Executive Committee report by Bob Haag**

- **Worked with Beth Smith (Retirement Committee) on the Cycle 3 Restatement form. It's done.**
- **Also worked on resolution that all board members received in their packet.**
- **Beth Smith moved that Board authorize Chairman, Bob Haag, to execute the Certificate of Resolutions for the Nebraska State Fair Board Qualified Retirement Plan administered by Union Bank & Trust as approved February 18, 2022.**
- **Boyd Strobe second.**
- **Upon roll call vote, motion passed unanimously.**

#### **Department Staff Reports**

##### **Agriculture by Vaughn Sievers**

- **Referred to Kathleen's comment about creating a spark in kids. It does change lives.**
- **Recognized Ag team: Amy Kelley, Kourtney Lingeman, Kelsey Loseke (starting full time May 31<sup>st</sup>)**
- **Tejlor Strobe has done a lot with managing Challenge Program for AKSARBEN**
- **Jacque Johnson has also started helping organize DNA**
- **Ag Committee meeting**
  - **Competitive Exhibits**
    - **Entry books and entry forms have been posted**
    - **Competitive Exhibit schedule is also posted (new)**
    - **Best in County forms going out to County fairs by June 15**
  - **Livestock & Equine**
    - **Judges (except for 4-H poultry and rabbits) have been hired**
    - **Contracts sent, have started releasing judge names via social media**
    - **4-H and FFA judges were posted earlier along with nomination committee members**
    - **Livestock entry books have been sent out to superintendents**
    - **Promotions to advertise for open shows and livestock publications (working with marketing department)**
    - **Poultry exhibits now allowed – order for cancelling poultry events has expired**
  - **AKSARBEN**
    - **Kelsey starting May 31. Working on getting judges hired. Once contract signed, will announce on social media.**
    - **Hired 3 interns. Hoping to start the broiler ordering process – due by July 1.**
  - **GILCA**
    - **Two new proposals out for fall shows**
      - **Multi-species show**
      - **National Cattle show**
    - **Preparing for ABGA and Charolais Junior Nationals coming up in June**

##### **Events report by Jaime Parr for Karli Schulz**

- **Met with Fair Board Events Committee**
  - **Entertainment applications – starting to fill stages and sending offers**
  - **Nebraska's Largest Classroom registration forms coming in**
  - **Grounds attractions booked and strollers as well**

- Ray Massie helping review agreements and contracts to finalize signing
- Receiving information and registrations for Cheer & Dance and Marching Bands
- We are bridging the gap

#### Marketing by Ray Massie

- Dirt events are now on sale – receiving specific attention this year
- Working on big media partnership that should be announced after Memorial Day (statewide)
- Major revamp of gatebook
- Identified two potential seasonal hires for Sponsorship & Marketing
- Rfp in the works to revamp Statefair.org (reduce expense while keeping same high quality)
- Cleanup, paintup, fixup signage next 30 days

#### Sponsorship report by Ray Massie for Sam Foglesong

- \$211,000 in budget for April have been billed
- \$198,000 invoiced in May
- Expecting another \$125,000 - \$140,000 in revenue by end of this month
- Pizza Hut – Nebraska State Fair Pedal Pulling Championship, Midwest Dairy, US Army have re-upped.
- Hospitality scheduling high on list for next month (nine places filled already)

#### Operations report by Joe Ripp

- Commented about 4-H and FFA... “It helps to have a good advisor” pointing out Kent Zeller in the room.
- Capital expenditure list
  - Outdoor concert, rock track rfp ready to go
  - Shade structures ordered – will be here in June
  - Repairing bleachers – aluminum ordered, will be installed in mid-June, steel revamped – easier to move around grounds
  - Still looking for suitable cleaning vehicle
  - Board room sound improvements are done
  - Light poles set up and testing
  - Working on names and quantity of street signage
  - 5 Points video cameras will be here this week, Computer Concepts to install
  - Sheep and goat pens are ordered
  - Backup camera installed in Bobcat, testing. Then will add one to Kubota.
  - Planters clean and painted – thanked volunteers
  - Planting day June 4, 8:00 am on west side of Swine Barn
  - Nebraska Bed that day also, depending on donations
  - Windmill by Swine barn – blades bent in high wind
    - Working with Isaiah Yott at Kregel Windmill Museum of Nebraska City
    - Kregel Museum donating a windmill for south side of ACP and looking to add an information kiosk at all windmills
    - Also consulting with Tom at Stuhr Museum
  - Added countertops to information kiosk (where volunteers sit)
  - Golf carts, tractors, trams – mostly in place – thanked Vaughn for helping with contacts
  - Show planning and setup – Brian has competitive exhibits shelving & A-frames already done and is also setting up for goat show this week
  - Doniphan Trumbull football team coming next week to set up pens – this could open up volunteer opportunities.

- Tina has cleaned out back storage room – unnecessary “stuff” thrown out, what is left is labeled, organized, in containers. She’s starting to clean out storage areas in barns as well.
- Fonner repair list will be presented soon to Fonner board

#### **Sales by Holle Evert**

- Vendor applications and contracts ready to go out
- Sustainability pavilion – couple of meetings next week with new partners
- City is putting in a permanent playground structure on north wall in the fieldhouse and it will affect the 4-H exhibit space. In about 10 days, when they’re done, Holle will ensure layout and best fit for transitioning 4-H exhibits and vendors to and from the playground.
- Vendor space in 4-H/FFA area
  - Art Show
  - Vintage – popular right now, even with younger generation
  - Glass blowing – Hastings College
- Program Partners are getting their applications in
  - New partner – Nebraska Trucking Association bringing simulator and diesel engine
  - Ag team collaboration – long horn steer, carriage rides
  - Sponsorship meetings collaboration
  - Events – BBQ Contest August 27 & Kids ‘Que (Midwest BBQ Association will help promote)
  - Staff has logged 100+ hours of community outreach in April
    - Library board
    - Boy Scouts
    - Chamber of Commerce events
    - Road cleanup
    - Kiwanis
    - Groundwater Festival (Central Platte Natural Resources District)

#### **1868 Foundation update by Lindsey Koepke**

- Annual meeting of Trustees at Riverside – apologized for lost invitations
- Donors commented about Master Plan, and offered feedback
- Awards
  - Dan & Nancy Bros (volunteers) – Excellence in 1868 Society Award
  - Beth Smith – Lifetime Friend of the Fair Award (played video presentation)

#### **Deputy Executive Director Report – Jamie Parr**

- Continue sharing payables with Exec & Finance Committees & review with staff weekly
- In addition to 1868 Foundation honors last night, also honored volunteers this month (May 5) with Volunteer Banquet (300 attendance) recognized for milestones. Signup for 2023 started.
- HR
  - Completed most of the personnel reviews
  - Personality Training – completed assessments, working to coordinate a training seminar for Staff Team.
  - Hiring some hourly and seasonal employees
- Meeting in groups with directors and 1:1 with staff personnel as needed
- Box office helping with unique projects
  - Ordering stock for Pump & Pantry advance sale tickets
  - Receiving people in box office downstairs on Monday, Wednesday & Friday, 10 - 3
  - Beverage dept, VEO (bank manager), gates manager – engaged in planning
  - Focused on gates and parking lots – enables us to order parking lot hang tags

- Ordering uniforms & shirts
- Personal leadership – thank you to Board for opportunity
  - Helped Hope Harbor with scavenger hunt, “Hunting for Hope”
  - Graduated Leadership Tomorrow
- Accepting applications and registrations for space rentals/booths (Events)
- Strategic Plan (October/November last year) – we continue to use guidance from that.

**Executive Director Report – Bill Ogg**

- Congratulations to Beth on Lifetime Friend of the Fair Award on behalf of whole staff & personally
- Referred to Kathleen Lodi’s comment about spark – thanked her for reminding us why we do this.
- Volunteer Banquet (May 5) – Successful. Thanked Board and Staff for participating.
- Ticket sales
  - 50% of capacity of Happy Together tickets have already been sold
  - Jeff Dunham more than covered talent cost for that night (many tickets available)
  - 100 days to concert time
  - Los Tucanes tickets – many still available, but typically a walk-up crowd
  - Brantley Gilbert/ Lady A – about 1/3 of the way there covering talent cost
  - Overall 63% covered of the talent cost for these concerts
  - More tickets sold already than total sold last year
- It’s going to be great fair – that’s why we’re here
- Supporting community through GILCA events, Fonner Park, Aksarben – developing and continuing strong partnerships.

**Other business**

**Future Nebraska State Fair Board Meeting Dates and Locations**  
**Friday, June 17th, 2022, in Grand Island, NE**

**Adjournment**

**Motion made by Tom Schellpeper to adjourn the meeting**  
**Second by Dawn Caldwell**  
**Upon vote, motion passed unanimously.**

**Minutes of May 20, 2022**

**Nebraska State Fair Approved:**

**Date: June 17<sup>th</sup>, 2022**

By:   
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**Tom Schellpeper, Board Secretary**